



Reunion Volunteers Handbook

May 15 – 17, 2020

“Students for a time, alumni for a lifetime.”

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Staff Contacts for Reunion

5th, 10th, 15th Reunions

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20th & 25th Reunions

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30th, 35th, & 40th Reunions

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45th, 50th, & 55th Reunions

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60th & 65th Reunions

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COUNSELOR GUIDE

Oh-Wood

Located in

• **DELAWARE, OHIO**

25 mins. from Columbus,
14th largest city in the U.S.

ENROLLMENT

1,563 Total Enrollment

46% Male | 54% Female

45 States and U.S. Territories | 32 Countries

53% Ohio resident students

32% International & U.S. multicultural students

FIRST-YEAR ACADEMIC PROFILE

ACT: Mid-50% range

22-28

SAT: Mid-50% range

1063-1270

22% of this year's
freshman class were

in the top

10%

of his or her
high school class.

The average
student's high
school GPA is

3.5

FACULTY

Ohio Wesleyan students consistently rate the faculty highly for quality of teaching, excitement about their academic disciplines, mentoring, commitment, and accessibility.

AVERAGE
CLASS SIZE

17

146
FULL-TIME FACULTY

STUDENT-FACULTY
RATIO

11:1

100%

of full-time tenure-track faculty hold a Ph.D. or equivalent or are completing work toward the degree.

96%

of OWU students
receive merit-
based and/or
need-based
financial aid.

OWU is a
**BEST
COLLEGE
FOR YOUR
MONEY**

according to
Money magazine.

95%

of 2017 OWU graduates
report being employed
and/or in graduate school.

81% of recent grads are working in their field of choice.

FINANCIAL AID

\$14 MILLION
AWARDED IN OWU GRANTS
& SCHOLARSHIPS ANNUALLY
to FIRST-YEAR STUDENTS.

The average package of
merit-based and other financial aid
for FIRST-YEAR STUDENTS is more than

\$40,000

\$45,500 tuition; regular room &
board \$12,430, for the 2018-2019
school year.

**OHIO
WESLEYAN
IS TEST
OPTIONAL** for
students who have a
3.0 or higher GPA at
the end of their
junior year of high
school.

VISIT
[owu.edu/
testoptional](http://owu.edu/testoptional)
for more information.

Learn more about Ohio Wesleyan at owu.edu.

Find out how to schedule an individual visit or attend
a Visit Day program at owu.edu/visit. For more
information about visiting, email owuadmit@owu.edu
or call 800-922-8953 or 740-368-3020.

There are many ways—**small, medium**
& **large**—for you to stay engaged with
Ohio Wesleyan University and help us

Make the CASE

owu.edu/volunteer

-  owu.edu/alumninetwork
-  [@owualumni](https://twitter.com/owualumni)
-  [@owualumni](https://www.instagram.com/owualumni)
-  Ohio Wesleyan University Alumni Association
-  Ohio Wesleyan University Alumni & Friends



Ohio
Wesleyan
University

Ohio Wesleyan Alumni Relations
61 S. Sandusky St.
Delaware OH 43015
740-368-3325
owu.edu/alumni

OHIO WESLEYAN UNIVERSITY
Alumni & friends

Make the CASE

We are here to connect you to your alma mater, to current students, and, perhaps most importantly, to one another. We all want Ohio Wesleyan University to be successful, and there are many ways — **small**, **medium**, and **large** — to support the alumni engagement goals of the Connect Today, Create Tomorrow campaign. One easy first step is to join **OWU Alumni Network**, a new online networking platform for alumni, parents, and friends of OWU. We look forward to seeing you!

owu.edu/volunteer

	small	medium	large
<p>C Career Development</p> <p>Partner with us to help prepare students for fulfilling careers and build your personal network</p>	<p>Join OWU Alumni Network to connect to alumni and friends in your city and field owu.edu/alumninetwork</p> <p>Join the Ohio Wesleyan University Alumni & Friends group on LinkedIn</p>	<p>Offer to speak on a career panel or at a career event</p> <p>Offer an internship to a student</p> <p>Attend an Alumni & Friends After 5 networking event in your area</p> <p>Offer an externship to a student (job shadow)</p>	<p>Start an Alumni & Friends After 5 networking group in your area</p> <p>Participate in the Alumni in Residence program (mentor a student, provide résumé review and interview tips)</p> <p>Become a featured speaker in the Alumni Webinar Series</p>
<p>A Admission</p> <p>Help identify and recruit the next class of Bishops</p>	<p>Call/email prospective students and encourage them to apply to OWU</p> <p>Refer students from your region</p>	<p>Send congratulatory notes to admitted students</p> <p>Call/email admitted students</p>	<p>Staff a college fair near you</p> <p>Participate in a guidance counselor and/or yield reception in your area</p>
<p>S Social Events and Service Opportunities</p> <p>Connect with fellow alumni and friends in person and online</p>	<p>Update your information owu.edu/emailupdate</p> <p>Attend an alumni event in your area</p> <p>Connect with us and fellow alumni through social media</p>	<p>Ask an alumni friend to join you at a regional event</p> <p>Attend Reunion Weekend or an affinity reunion</p> <p>Come back for Homecoming & Family Weekend</p>	<p>Join your reunion committee</p> <p>Host a regional alumni event</p> <p>Volunteer on a regional leadership board</p>
<p>E Engagement and Participation in Giving</p> <p>Every gift of every size impacts OWU every day</p>	<p>Make a gift of any size to the Annual Giving program to help ensure the value of your degree</p>	<p>Encourage alumni to make a gift to help boost OWU's rankings</p> <p>Sign up for a monthly gift</p>	<p>Join the 1842 Society with an annual gift of \$1,842 or more</p> <p>Join The Tower Society by informing the University that OWU is in your estate plans</p> <p>Invest in the Connect Today, Create Tomorrow campaign by making a major gift</p>

Traditional Reunion Weekend Events

(this does not include all weekend activities offered, just the main events)

Friday	Saturday	Sunday
<p>11:30 am: 50th Reunion “Welcome Back” Luncheon</p> <p>4:00 pm: 50th Reunion Golden Key Diploma Ceremony</p> <p>5:00 pm: Greek Alumni Reception</p> <p>5:00 pm: Multicultural and International Alumni Reception</p> <p>5:30 pm: President’s Reception for Leadership Donors</p> <p>6:30 pm: Blues & BBQ Kick- Off Celebration</p> <p>8:30 pm: Class Welcome Parties</p>	<p>11:15 am: All-Alumni Picnic</p> <p>12:30 pm: Parade of Classes</p> <p>12:45 pm: Celebrating Ohio Wesleyan <i>(program to celebrate reunion class giving, presentation of Alumni Awards and Presidential update)</i></p> <p>3:00 pm: Greek Open Houses (subject to availability)</p> <p>5, 5:30, 6, or 6:30 pm: Class Reunion Dinners & Class Photographs</p> <p>9:00 pm: All-Alumni Social</p>	<p>7:30 am: Farewell Breakfast</p> <p>9:00 am: Tower Society Breakfast</p>

Personalizing the Weekend

Friday Night Class Welcome Party

Most classes use venues in downtown Delaware and often try to reserve private spaces for their class. We can provide you with options and information about local establishments. This event is optional to include in your Reunion Weekend schedule.

Parade of Classes

Your committee can decide on a theme/special items for your class to carry in the Parade of Classes. Past examples include: sunglasses, waving pennants, donning red and black apparel, playing kazoos, etc. We will provide you with a class banner that boasts your class year to lead the way. Any additional trinkets or attire you wish to add to the parade are the responsibility of the committee to pay for, acquire, and distribute.

Saturday Night Class Dinner

While we try to accommodate committee requests for dinner locations, ultimately the decision will be based on the number of attendees for your class. We have a limited amount of spaces that can be used for dinners and all vary in size. The 25th and 50th reunions are considered milestone reunions and typically have the largest attendance.

With such a large number of alumni attending Reunion Weekend, menus are selected by the University. This helps us ensure our on-site catering team can accommodate everyone within the matter of several hours.

The first hour of your scheduled dinner will be reserved for a cocktail reception. Appetizers, beer, wine, and soft drinks will be served at the reception.

The University will print and provide programs for all attendees at your dinner. The program schedule is the committee's opportunity to personalize the reunion dinner by selecting speakers and customizing it as you see fit.

We encourage a few of you to bring your class yearbook to share with your classmates.

Favors

Occasionally reunion committees are interested in offering a favor for their class. This is something that needs to be decided early on and is the responsibility of the committee to facilitate, pay for, and distribute. A person, or the committee as a whole, can purchase these for gift-in-kind credit or the favors can be sold, by the committee, during Reunion Weekend to recover (all or a portion of) the cost. Due to the magnitude of people coming back to campus, and to help ensure a seamless registration process, the University is unable to "add on" costs to reunion registrations or collect money to cover these items.

Accommodations

Your committee can make the decision as to where you will "suggest" that your classmates stay when they arrive on campus. You can reserve a block of rooms at local hotels or encourage your classmates to stay on campus. On campus room reservations go live in March with Alumni Weekend registration. On campus housing is first come first serve. Hotel room block reservations are the responsibility of the committee.

Local Accommodations: See Appendix

Residence Hall Lodging Examples:

1 Bed	One single bed in a shared room with two beds and a shared bath with adjoining room
Half Suite	Two single beds in a shared room and a shared bath with adjoining room
Full Suite	Four single beds, two per room, separated by a shared bath

Roles of the Reunion Committee & OWU Professional Staff

The key to a successful reunion is a robust and active reunion committee. Serving on your reunion committee is meant to be a manageable time commitment and a rewarding experience. Your role on the reunion committee is very important to making your reunion a success.

We ask that all committee members take part in the planning of your reunion. Some members may wish to take on an additional role of responsibility as the Committee Chair, Fundraising Coordinator(s), or Email/Social Media Coordinator. The most successful committees tend to have individuals assigned to these roles.

Role and Function	Member Responsible
<p>All committee members:</p> <ul style="list-style-type: none"> • Sign volunteer confidentiality statement and submit your signature • Contact 30 (or more!) classmates at four communication points throughout the year – September, December, February, and March (see timeline) <ul style="list-style-type: none"> ○ Invite classmates to join you on campus for your reunion and to join you in supporting your class gift ○ Encourage classmates to complete and submit class notes • Make your gift before the fundraising letter goes out in October. It’s always easiest to ask your classmates to <i>join you</i> in supporting your class gift! • Send updated contact information to OWU staff partners • Engage with and share social media posts about reunion <ul style="list-style-type: none"> ○ Add classmates who are on Facebook to the class group • Reserve off-campus overnight accommodations for your class (if desired)* • Select theme/apparel for Parade of Classes (if desired)* • Secure off campus venue for Friday night Class Party (if desired)* • Personalize the dinner program for your Class Reunion Dinner on Saturday evening, including: <ul style="list-style-type: none"> ○ Selecting an emcee and other speakers (inc. faculty/staff) ○ Selecting program elements (prayer, slideshow, sing-a-long, etc.) and coordinating the chosen components • Thank classmates for attending 	<p>All committee members</p>
<p>Committee Chair(s):</p> <ul style="list-style-type: none"> • Schedule and run committee conference calls • Take, or delegate the taking of, minutes and share with committee/OWU staff • Touch base with other committee members regularly and assist as needed • Assist with collection of committee signatures • Complete the post-reunion report, including identifying committee members for your next reunion 	
<p>Fundraising Coordinator(s):</p> <ul style="list-style-type: none"> • Help coordinate, with Annual Giving staff, fundraising strategy for your Class Gift through personal outreach 	

<ul style="list-style-type: none"> • Receive automated monthly giving reports and thank classmates who have made gifts • Personalize the fall fundraising letter for your class (to be mailed in October) and get approval from fellow committee members • Personalize the spring fundraising letter for your class (to be mailed in March) and get approval from fellow committee members 	
<p>Email/Social Media Coordinator:</p> <ul style="list-style-type: none"> • Write Throwback Thursday messages for September, January, February, and March (for email & social media) • Create Facebook group (if needed/desired) and coordinate regular posts 	
<p>Role of OWU Professional Staff:</p> <ul style="list-style-type: none"> • Identify and recruit key volunteers for committee • Provide the reunion committee with the appropriate timeline for volunteer activities • Provide training and resources to the committee • Determine schedule and administer committee calls • Provide lists of classmates with contact information • Develop gift strategy and work with volunteer solicitors • Set weekend costs, develop schedule, determine catering, event room locations, décor etc. • Create, manage, and pay for reunion weekend save the date, fundraising letters, registration invitation, outreach postcards, and other class specific mailings. 	

Ohio Wesleyan University (OWU) is committed to a work environment in which all individuals are treated with respect. Everyone has the right to work in a professional atmosphere that promotes equal opportunities and prohibits discriminatory practices, including harassment. Therefore, OWU expects that all interactions will be business-like and free of bias, prejudice, discrimination, and harassment.

Reunion Timeline

Reunion Timeline

The key to a successful reunion is a robust and active reunion committee. Serving on your reunion committee is meant to be a manageable time commitment and a rewarding experience.

May/June

- Welcome and reunion volunteer virtual training save-the-date email – OWU staff
- Attend virtual reunion volunteer training: **June 12, Noon-1pm or June 20, 6-7pm EDT**
- Reunion Weekend Save-the-Date email sent to all alumni in reunion years – OWU staff

July/August

- **Planning conference call #1:** Recruitment, committee overview, volunteer confidentiality statement, classmate outreach strategy – postcards
- Sign up for 30+ classmates who will be assigned to you through the reunion planning process
- Reunion Weekend postcards distributed to volunteers – OWU staff

September/October

- **Planning conference call #2:** Classmate outreach strategy – postcards, fundraising letter
- **Outreach #1:** Send classmates a postcard to save the date for Reunion Weekend
- Fundraising letters will be mailed to all alumni in reunion years – OWU staff

November/December

- **Planning conference call #3:** Classmate outreach strategy – holiday greetings, invitation to reunion, and participation in the class gift
- **Outreach #2:** Holiday greetings, save the date for Reunion Weekend, and encourage participation in the class gift

January

- **Planning conference call #4:** Social planning, classmate outreach update, spring fundraising letter, class gift update

February

- **February 1:** Deadline for gifts for donor names to be printed in the spring fundraising letter
- **February 1:** Deadline to submit class notes to the OWU Magazine
- **Planning conference call #5:** Registration info, finalize social planning, classmate outreach update, class gift update
- **Outreach #3:** Reunion Weekend registration info & encourage participation in the class gift
- Registration materials mailed to all alumni in reunion years – OWU staff

March

- **March 1:** Online registration opens
- **Outreach #4:** Reunion Weekend registration info & encourage participation in the class gift
- Spring fundraising letter mailed to all alumni in reunion years – OWU staff
- Weekly registration and class gift email updates – OWU staff

April

- **April 1:** Photos for slideshow due to OWU staff
- **Planning conference call #6:** Final details, printed dinner program, registration update, classmate outreach update, class gift update
- Weekly registration and class gift email updates – OWU staff

May

- **May 1:** Deadline for class gifts to be printed in the Celebrating Ohio Wesleyan Program
- **May 10:** Deadline to register for Reunion Weekend
- Reunion Weekend reminder email sent to all alumni in reunion years – OWU staff
- Weekly registration and class gift email updates – OWU staff
- Attend Reunion Weekend, **May 15-17, 2020**
- Submit post-reunion volunteer report
- Reunion Weekend thank you video sent to all reunion weekend attendees – OWU staff

June

- Send thank you emails to classmates for attending Reunion Weekend
- Continue fundraising to meet goals

Fundraising Coordinators Timeline

Monthly

- Send thank you message to classmates who gave last month
- Call and/or email classmates to solicit reunion class gifts

September/October

- Personalize fall reunion fundraising letter/email to class

February

- Personalize spring reunion fundraising letter/email to class

Social Media Coordinator Timeline

September/October

- Post personalized **Throwback Thursday #1** on class Facebook page or send to OWU staff to send via email

January

- Post personalized **Throwback Thursday #2** on class Facebook page or send to OWU staff to send via email

February

- Post personalized **Throwback Thursday #3** on class Facebook page or send to OWU staff to send via email

March

- Post personalized **Throwback Thursday #4** on class Facebook page or send to OWU staff to send via email

Reunion Class Giving: Supporting the Ohio Wesleyan Fund

Reunion Class Giving

- Celebrating a reunion is an opportunity to reconnect with classmates and return to campus; it also provides an opportunity for increased financial support by strengthening individual and class ties to the University.
- **Gifts from alumni to the Ohio Wesleyan Fund during their reunion year make up 33% of the total alumni dollars.**

Ohio Wesleyan Fund – Area of Greatest Need & University’s Top Priority

- Gifts to the Ohio Wesleyan Fund ensure that our students have the fullest experience possible. A rich learning environment, passionate faculty, and eye-opening opportunities – from scholarships to travel study to research to leadership roles and more.
- Currently, 97% of our students receive some sort of financial aid – either need-based or merit. While tuition covers only 47% of the actual cost of an Ohio Wesleyan education – Ohio Wesleyan Fund helps bridge the gap between tuition and the actual cost. The remaining 53% is financed through philanthropy.
- Unrestricted Ohio Wesleyan Fund gifts work immediately for Ohio Wesleyan, supporting student scholarships, student programs, faculty development, campus programming, and a majority of everything else that makes the OWU experience special.

The Case for Participation in a Class Gift

- **Alumni participation** in giving is a factor in college rankings, and one of the goals of our ongoing Connect Today, Create Tomorrow campaign. When you participate in giving, your gift not only impacts the students of today and tomorrow at OWU, it also ensures the value of your degree — and it attracts and retains the best students and faculty.
- When combined, Ohio Wesleyan Fund donors give the largest gift to the University each year. Alumni can also directly influence OWU's US News & World Report ranking by making a gift. Alumni participation counts for 5% of the rankings.

Annual Giving Program

- The class gift is comprised of gifts to any of the following annual giving funds:
 - **Ohio Wesleyan Fund** – annual operating (area of greatest need)
 - **Academic Departments & Programs** – annual operating funds for academic dept.
 - **Team OWU** – annual operating for athletics
 - Full list of funds: owu.edu/agfunds
- Annual giving program totals run on a fiscal year from July 1 through June 30.

- **1842 Society:** Honoring the year OWU was founded, the 1842 Society provides special recognition to those who give \$1,842 or more to one of the Annual Giving Program funds.
 - As a member you receive:
 - Invitation to the President’s Reception for Leadership Donors during Reunion Weekend.
 - Triannual newsletters with insider updates from President Rock Jones.
 - **Young alumni (classes of 2010-2019):** Join the 1842 Society by making a contribution of \$100 for each year since graduation.

Ways to Give

Online: owu.edu/give

Phone: 740-368-3306

Mail: Annual Giving, Mowry Alumni Center,
61 S. Sandusky Street
Delaware, OH 43015
Make checks payable to the Ohio Wesleyan University

Additional Ways to Give: Monthly Gifts, Stock Gifts, Matching Gift Programs, Donor Advised Funds, Family Foundations, IRA Rollover Gifts, Estate Gifts

For more information on these additional ways to give please visit us online at owu.edu/waystogive or call 740-368-3305.

Stewardship: Thanking Our Donors

University: Every donor receives a Thank You receipt for tax purposes and a thank you letter from the University.

Reunion Committee: It is our intention that reunion committee members should be reaching out, via phone call, email or mail. As a member of you reunion committee, we hope you will outreach to thank your class classmates for their gifts in honor of reunion.

Reunion Outreach Call Talking Points

Make your own gift first

As a reunion volunteer, you set the example for giving. Ideally, a reunion volunteer will make their own commitment before making solicitation calls. Our goal is 100% committee participation.

Pre-calling Preparation

Jot down a few notes prior to the call. Make the script your own! Look at your class roster BEFORE you call to see the person's gift history and engagement with the university.

Introduction

Hey [first name]! This is [your name] your former classmate at Ohio Wesleyan. I am calling today on behalf of our [reunion year] reunion committee.

Our committee is calling all of our classmates:

- To reconnect
- To encourage you to attend reunion
- And to ask you to join in making gift of the Ohio Wesleyan Fund.

Bonding

How's it going? *Possibly refer to the last time you connected with this person.*

Can you believe we are celebrating our [reunion year] reunion?

When was the last time you visited campus?

Reunion Info

Are you on Facebook? Have you joined our class Facebook page? We are regularly posting updates about reunion as well as throwback photos.

Are you planning to come back to campus and attend our [reunion year] reunion in May? Be sure to mark your calendar for May 15-17, 2019.

Tell them why it will be great reunion! Share information and details about the reunion.

Gift Discussion

In addition to attending reunion, I hope you will join me in making a gift to the Ohio Wesleyan Fund in honor of our reunion. *Bring up the need for annual giving, and the importance of their participation.*

If they are a regular donor. I know that are you a regular donor. I increased my gift this year. I hope you will join me in increasing your gift in honor of our reunion.

You can make your gift online at owu.edu/give or by mailing back the response card from our class letter.

Closing

While I have you on the phone, I want to make sure we have your correct address and email. *Update address and email.* Thank you for taking time to speak with me on the phone today.

Answering Objections or Questions about Giving

- The more people who participate in the Ohio Wesleyan Fund the more likely it is that Ohio Wesleyan will accomplish its goals, boost its academic reputation, and attract and retain the best students and faculty.
- Please keep in mind that tuition only covers 47% of the total cost of an Ohio Wesleyan education. The additional costs are made up with help from alumni gifts to the Ohio Wesleyan Fund.
- It's not how much you give, but your participation in giving that matters most to Ohio Wesleyan. When you give any amount to Ohio Wesleyan, you're indicating that you believe Ohio Wesleyan is an excellent institution worthy of your support.

Follow-up and steward your classmates

You can never say thank you enough. Let your classmates know how much their support is appreciated and that their gift will count toward the class totals. Always send a follow up message- handwritten or email.

Report your results with your Ohio Wesleyan contact

Was someone upset, do you have new contact information? You are helping us strengthen our relationships with alumni through your outreach.